

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BMK 3164 – INDUSTRIAL MARKETING

(All sections / Groups)

06 JUNE 2018

9.00 a.m. – 11.00 a.m.

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (including the cover page) with 5 questions only.
2. Answer **ALL FIVE (5)** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

You have just taken over as the new national sales manager for Lady's Choice, Malaysia. You have just been presented with a plan from your boss, the Vice-President of Sales, to add new institutional market segments for Lady's Choice's products - cafeterias in schools and hospitals. After reading the report, you strongly believe that the new segments have been well-defined and are extremely viable. What steps can you take to ensure that this new segmentation strategy is successfully implemented?

(20 marks)

QUESTION 2

Some experts emphasize that since customer needs are becoming increasingly homogeneous worldwide, the opportunity exists to sell the same type of product across countries and to use essentially the same marketing strategy around the globe. If customers respond favorably to a strategy in Kuala Lumpur, will the same strategy work in London or Tokyo? Explain.

(20 marks)

QUESTION 3

A large consumer goods company recently entered the business market with a new product with broad industrial application. They must develop a channel of distribution through which the product will be sold. Discuss the key factors the company must evaluate in designing the channel.

(20 marks)

QUESTION 4

Two competitors with similar products may ask differing prices because their total offerings are perceived as being unique by buyers. In the eyes of the organizational buyer, one firm may provide more value than another. Demonstrate how this might occur?

(20 marks)

QUESTION 5

With the balanced scorecard, executives can now measure how their business units create value for current and future customers and how they must enhance internal capabilities and the investment in people, systems, and procedures necessary to improve future performance. Describe the four perspectives of organizational performance that are considered in the balanced scorecard approach.

(20 marks)

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